

the respondent clicked on the link provided to them, it directed them to the Qualtrics.com site where they were randomly assigned to either the control condition or to the test condition and then presented with the corresponding survey.

50. The survey instruments were identical across conditions in every respect except of course for the stimuli participants were exposed to.

51. I employed an over-sampling technique – stopping data collection above the desired 1100 respondent mark so that when unusable respondents³⁰ were removed from the qualified dataset, 1100 completed and usable responses were included in the analysis dataset—550 in the test condition and 550 in the control.

52. The survey began with the screener questions. All respondents were presented with all the screener questions. That is, they were not removed from the survey if they disqualify until the end of the screener section. Further, an active response to every screener question was required by the survey software ensuring no overlooked, omitted, or unanswered questions.³¹

³⁰ 1127 completed responses were collected. 27 responses (2.4%) were eliminated because at the end of the survey, they indicated they possessed some knowledge of a legal dispute between GM and Urban Gorilla. Statistical analysis showed that this procedure had no material effect upon the net confusion rate (50%) or upon significance tests.

³¹ This is a categorical advantage of online surveys eliminating the possibility of missing data and the potential bias that may be introduced through the various methods used to deal with missing responses.

53. At the completion of the screener questions, the computer required respondents who did not fit the criteria to exit the survey and prevented them from continuing to answer any subsequent questions. If they did not qualify for any of the reasons catalogued in the screener criteria above, the respondents exited the survey. If the respondent did qualify, he/she was then presented with the stimuli (either test or control) and subsequently the main questionnaire.

54. Data collection began on May 25, 2007 and concluded June 4, 2007.

Test and Control Stimuli

55. After qualifying for participation in the survey, respondents were presented with the following directions:

I'm now going to show you a product that you may or may not have seen before. Please examine the product in the same way you would if you came across it on the street and noticed it during your day-to-day activities. Please take as much time or as little time with the product as you wish. When you are ready, please advance to the next section.

Once the participant had read these instructions, they advanced to the presentation of the stimuli (either test or control depending on their random assignment). These instructions were patterned after those suggested in the literature³² to create a post-sale context. In fact, the design of the survey attempted

³² See Henry D. Ostberg, Response to the Article Entitled, "A 'Reading' Test or a 'Memory' Test: Which Survey Methodology is Correct?", 95 TMR 1446 (2005).

to replicate as far as it is possible a post-sale experience with the product.³³

56. High quality images of the front, profile, and rear of the Urban Gorilla vehicle were presented in the test condition. Test stimuli images presented to test condition respondents are available in Exhibit 4.

57. A natural product control was employed for presentation in the control condition.³⁴ Control stimuli images presented to control condition respondents are available in Exhibit 5.

58. This product is an obscure but actual body kit used on an SUV chassis. It appears to be a 4-wheel-drive vehicle with off-road capabilities well suited to work as a control in this context. Like the GM Hummer, the control vehicle is large and designed with elements required to facilitate off-road use. These functional elements--such as high ground clearance, open wheel wells, large rear-view mirrors, large tires with an aggressive tread design, etc.--are not an issue in this test of confusion and are thus present in both conditions to control for their impact on consumers evaluations of the vehicles.

³³ See Mike Rappeport, Response to Survey Methodology Articles, 96 TMR 769 (2006).

³⁴ For a discussion of natural and derived controls, see Jacob Jacoby, Experimental Design and the Selection of Controls in Trademark and Deceptive Advertising Surveys, 91 TMR 890, 918 (2002).

59. However, the non-functional and design-oriented external elements of the GM Hummer H1 are not part of this control vehicle. Where the Hummer H1 is "boxy" and angular, the control is sculpted and rounded. The door shapes, straight lines and styling, hood latches, square door handles, exposed door hinges, rear double doors, perpendicular mount of the windshield, split-windshield, descending wipers, side panel accents, etc., are all different in this control from the actual GM Hummer H1 and also from the Urban Gorilla product.³⁵ Thus comparing the results of the test and control conditions "nets" out the effect of being a rugged, off-road capable four-wheel-drive on consumer's product evaluations. In turn, the "net" confusion rate (derived by subtracting the confusion rate observed in the test condition from those of the control) gives some assessment of the impact the combination of these variables has on consumers' evaluations.

60. The backgrounds of all images were made to be identical and both vehicles are colored a neutral white to eliminate any potential impact of product color on consumers' evaluations.

61. Following presentation of the images, this question was presented to consumers:

³⁵ A few of these elements were part of the control vehicle's original photos and thus were subsequently removed from the stimuli photos by an imaging expert to prepare the images to serve as an effective control in this study.

Is your computer displaying the product images? That is, can you see them?

62. This question was an additional verification that they were able to see the stimuli. As with all the questions, the computer required a response before continuing with the survey, thus this and all other main questionnaire questions had no missing data.

Main Questionnaire

63. It is well-known that at times respondents provide answers even when they do not know the answer. Thus it is common and accepted practice to explicitly instruct respondents not to guess. Such instruction decreases, though it may not eliminate the tendency to guess. Accordingly, respondents were instructed:

Now for a few questions about the product you just saw. For each of the questions, if you do not know or do not have an opinion, please do not guess. Just answer that you "don't know" or that you "do not have an opinion" and continue on to the next question.

At this point, the main study questions were administered.

64. Three batteries of questions were used to measure, if any, a likelihood of confusion as to source, sponsorship, or affiliation. The first question block related to source:

What company do you believe puts out this product?³⁶

³⁶ This first battery of questions were designed to address the issue of likelihood of confusion as to source or origin and were patterned after similar accepted questions. See Union Carbide Corp. v. Ever-Ready, Inc., 531 F.2d 366 (7th Cir. 1976), cert. denied, 429 U.S. 830, 50 L. Ed. 2d 94, 97 S.

Participants were given two response options. Either they could type in their response or they could select a button that indicated "I don't know or I don't have any opinion."

65. If respondents indicated a belief as to the source of the product, they were asked two follow-up questions investigating the basis for that belief:

Why do you say that?

And

What else, if anything, makes you say that?

66. Finally, as a check to ensure understanding of the respondent's previous answer, a final follow-up question was administered. First, the initial question was repeated and the participant's previous response was presented, then the follow-up question:

**In response to the earlier question, "What company do you believe puts out this product?" you said:
[Respondent's Answer Presented]**

What other products does that company put out?

67. This process of questioning provides respondents opportunity to fully express and explain their thoughts and provides extended information to facilitate an accurate assessment during data analysis of the consumer's state of mind.

Ct. 91 (1976); and 6 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition, §32:174 (4th ed. 2007).

68. In fact, a leading commentator on trademark law has noted:

Often, an examination of the respondents' verbatim responses to the "why" question are the most illuminating and probative part of a survey, for they provide a window into consumer thought processes in a way that mere statistical data cannot.³⁷

69. If respondents indicated that they did not know or did not have any opinion to the initial source question, the subsequent source questions were skipped and the second battery of questions was administered.

70. The next battery of questions sought to measure the likelihood of confusion as to sponsorship or authorization.³⁸

71. First, participants were told:

Next, please answer a few more questions. This is a question with multiple choice answers. We are referring to the product you looked at previously.

72. Then respondents were shown the first question in the authorization battery:

Do you believe that the company that puts out this product:

- ...did get authorization or sponsorship, that is permission, to make it.
- ...did NOT get authorization or sponsorship, that is permission to make it.³⁹

³⁷ 6 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition, §32:175 (4th ed. 2007).

³⁸ Again, these questions were patterned after similar accepted questions. See National Football League Properties, Inc. v. Wichita Falls Sportswear, Inc, 532 F.Supp. 651, 659, 215 U.S.P.Q. 175, 181-83 (W.D. Wash. 1982); and 6 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition, §32:175 (4th ed. 2007).

³⁹ As an added precaution against order effects and possible order bias, these first two affirmative and negative response options were randomly presented to participants so that approximately half of the respondents were presented

- o I don't know or I don't have any opinion.

73. If the respondent indicated that she/he did not know or did not have any opinion, she/he was skipped to the final battery of questions.

74. If respondent indicated she/he believed that the company that puts out this product did get permission, she/he was asked three follow-up questions investigating the basis for that belief:

What company, firm, or organization do you believe gave permission?

This question is an open-ended question and participants were required to type in their response. Then, as in the source battery, respondents were asked two follow-up why questions investigating the basis for that belief:

Why do you say that?

And

What else, if anything, makes you say that?

75. And again, as a check to ensure understanding of the respondent's previous answer, a final follow-up question was administered. First, the previous question was repeated and the participant's previous response was presented, then the follow-up question:

with the first response option being ".did get authorization or sponsorship." and the other half first presented with the response option ".did NOT get authorization or sponsorship".

Earlier in response to the question, "What company, firm, or organization do you believe gave permission?" you said: [Respondent's Answer Presented]

What other products are made by the company, firm, or organization that you believe gave authorization or permission?

76. Finally, the last business affiliation battery of questions was administered.

77. Respondents were instructed:

Next, please answer another question with multiple choice answers. Again we are referring to the product you looked at previously.

78. Then respondents were shown the first question in the business affiliation battery:⁴⁰

Do you believe that the company that puts out this product:

- ...does have a business affiliation with another company, firm, or organization.
- ...does NOT have a business affiliation with another company, firm, or organization.⁴¹
- I don't know or I don't have any opinion.

79. If the respondent indicated that they did not know or did not have any opinion, she/he was skipped to the final questions.

⁴⁰ These questions too were patterned after similar accepted questions. See National Football League Properties, Inc. v. Wichita Falls Sportswear, Inc., 532 F.Supp. 651, 659, 215 U.S.P.Q. 175, 181-83 (W.D. Wash. 1982); and 6 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition, §32:175 (4th ed. 2007).

⁴¹ Again, as a precaution against order effects and possible order bias, these first two affirmative and negative response options were randomly presented to participants so that approximately half of the respondents were presented with the first response option being "does have a business affiliation." and the other half first presented with the response option "does NOT have a business affiliation".

80. If respondents indicated they believed that the company that puts out this product did have a business affiliation, they were asked three follow-up questions:

With what other company, firm, or organization do you believe they have a business affiliation?

This question is an open-ended question and participants were required to type in their response. Then, as in the preceding source and sponsorship batteries, respondents were asked two follow-up why questions investigating the basis for that belief:

Why do you say that?

And

What else, if anything, makes you say that?

81. And finally, as a check to ensure understanding of the respondent's previous answer, a final follow-up question was administered. First, the previous question was repeated and the participant's previous response was presented, then the follow-up question:

Earlier in response to the question, "With what other company, firm, or organization do you believe they have a business affiliation?" you said: [Respondent's Answer Presented]

What other products are made by the company, firm, or organization you believe is affiliated with the one that puts out this product?

82. After the final business affiliation battery, respondents answered a demographic question relating to their state of residence.

83. Then respondents answered questions that could not be presented prior to exposure to the test or control stimuli because doing so would have sensitized consumers' responses. First a question about their previous participation in the building of a "kit" car:

As you may be aware, some people by way of hobby or profession assemble automobiles themselves by purchasing the required parts in a "kit" and then assembling them on their own with their own labor. These vehicles are often called "kit" cars. Have you, yourself, ever assembled or participated in the building of a "kit" car?

84. Then respondents were asked about their future plans, if any, in this regard:

During the next three years, do you, yourself, expect to assemble or participate in the building of a "kit" car?

85. Then consumers were asked:

Do you now own a Hummer or have you ever owned a Hummer?

86. Seeing the brand name Hummer prior to seeing the product images would have cued responses toward Hummer in an unnatural way. Thus these questions were presented after so that they could not affect consumers' responses to the main questionnaire. Respondents could not return to a previous section after they had answered those questions.

87. Finally, respondents were asked if by profession, if they or anyone in their household was a lawyer, and if they had

heard anything about a legal dispute between General Motors and Urban Gorilla.

88. Again, this is a question that could not have been asked prior to exposure to the test or control stimuli without possibly sensitizing responses in an unnatural way.

89. A copy of the main questionnaire is appended in Exhibit 6.

90. In all, 1127 respondents completed all aspects of the survey and because of the validation required by the software administration of the survey, all questions were answered presenting a final dataset with no missing responses. Twenty-seven responses (2.4%) were eliminated because at the end of the survey, they indicated they possessed some knowledge of a legal dispute between GM and Urban Gorilla. Statistical analysis showed that eliminating these responses did not materially change the net confusion rate.⁴²

91. Therefore these responses were removed from subsequent analysis leaving a data set of 1100 responses with 550 completed responses in each condition.

SURVEY RESULTS

Demographic Analysis

92. Because of the quota sampling and the strict screener criteria employed in the study, the demographic profile of the

⁴² Overall net confusion was 50.0% before these responses were eliminated and 50.4% after they were eliminated.

respondents in this survey is representative of the expected demographic profile of the relevant population.

93. In harmony with the demographic income profile of the full-size SUV market, 416 respondents (38% of survey participants) had combined pre-tax household income in the range of less than \$20,000 per year to \$59,999 (market profile proportion, 38%)⁴³. 550 respondents (50% of survey participants) had household incomes ranging from \$60,000 to \$149,999 (market profile proportion, 50%). 134 respondents (12% of survey participants) had household incomes greater than \$150,000 (market profile proportion, 12%). Thus on combined pre-tax household income, the survey participants exactly represent the market profile. These proportions remain exact in each survey condition--test and control. Each condition has 208 respondents (38%) with income between \$0 and \$59,999; 275 respondents (50%) with income between \$60,000-\$149,999; and 67 respondents (12%) with income greater than \$150,000.

94. Again in harmony with the demographic gender profile of the full-size SUV market, 560 respondents (50.9% of survey participants) were male (market profile proportion 50.4%)⁴⁴ while

⁴³ For market profile proportions, see Mediemark Research Inc., Decision Makers for Full Size SUVs, www.mriplus.com accessed May 21, 2007.

⁴⁴ See Mediemark Research Inc., Decision Makers for Full Size SUVs, www.mriplus.com accessed May 21, 2007 (The best data available on gender (indicating a largely balanced distribution) is only available in conjunction with the 25-54 age group. That is, since this age group represents 74 percent of the market and I have good data indicating that within this age

540 respondents (49.1% of survey participants) were female (market profile proportion 49.6%). These proportions remain constant across the two survey conditions providing a balanced gender response to both stimuli.

95. With regard to age, these respondents approximate the profile of the market. 865 respondents (79% of survey participants) fall within the main age category of 25-54 (market profile proportion 74%)⁴⁵.

96. Finally, with regard to educational attainment, again these survey respondents approximate the expected market profile. 879 respondents (80% of survey participants) attended college or graduated from college (market profile proportion 80.7%)⁴⁶.

97. Due in part to the robust sample size employed in this study (1100 respondents), the geographic distribution of participants in the study almost mirrors the national distribution of United States population.⁴⁷ Respondents from all but one state are represented in the sample (inclusive of the

group gender is almost balanced, I use these data as a proxy for the market gender profile as a whole).

⁴⁵ See Mediemark Research Inc., Decision Makers for Full Size SUVs, www.mriplus.com accessed May 21, 2007.

⁴⁶ see Darrel Edwards, Large SUV Buyer Demographics, Strategic Vision, www.strategicvision.com accessed May 22, 2007.

⁴⁷ Looking at these data through the comparative lens of the regional distributions of population reported by the US Census: 19.5 percent of these respondents live in the Northeast (US Census: 18.3 percent of US lives in the Northeast); 35.0 percent of the sample comes from the South (US Census: 36.4 percent of the US lives in the South); 22.3 percent of the sample lives in the Midwest (US Census: 22.1 percent of US lives in the Midwest); 23.2 percent of the sample lives in the West (US Census: 23.2 percent of the US lives in the West).

District of Columbia).⁴⁸ The use of an online survey methodology enabled the collection of such a broad, geographically diverse and representative sample of respondents.

Results

98. In the test condition 393 of the 550 respondents (71.5 percent) indicated confusion as to source, sponsorship, or affiliation. These respondents overtly referenced Hummer and explained that answer most often because it looks like a Hummer. That is, because of the combination of design elements in the Urban Gorilla, 71.5% of respondents in the test condition came away with the erroneous, gestalt impression that the Urban Gorilla is a GM Hummer.

99. For example, many respondents, after indicating Hummer or GM as the source of the vehicle, indicated something similar to this prototypical response, "It looks like a Hummer and is built like one. Hummers are not like cars and trucks so they stand out from all the others." Others, with little indication of uncertainty, simply noted as a basis for their belief that Hummer made the product, "Because it's a Hummer," or "Because it is a Hummer vehicle." Table 1 below summarizes the responses of test condition participants across all three question batteries.

⁴⁸ Only Vermont is not included.

Table 1
Test Condition
(n=550)

Aggregated Responses Across Three Question Batteries
(Source, Authorization, and Affiliation)

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. GM/Hummer	393	71.5%
2. Jeep	31	5.6%
3. Toyota	1	0.2%
4. GM/GMC/Chevy without reference to Hummer	24	4.4%
5. Ford	8	1.5%
6. Honda	1	0.2%
7. Other Car Company (Nissan, Isuzu, etc.)	2	0.4%
8. Military/US Government	14	2.5%
9. Other	5	0.9%
0. Don't Know	71	12.9%
	550	100%

100. In the control condition, 116 of the 550 respondents (21.1) indicated GM Hummer as either the source of the product, the sponsor of the product, or affiliated with the company that puts out the product. These participants explained their responses at times in terms ephemeral, intangible elements such as, "It has that masculine rugged look." Another respondent noted, "The overall look is one of intimidation, which to me is a Hummer Trademark. It has the ruggedness and style as well." Others referenced, "The big wheels, I love those," and "It's ugly, it's huge, and it looks like it has a lot of off road capabilities." These functional elements were purposefully

included in the control to make it a strong control for isolating the exterior body style and design elements included in the Urban Gorilla product that are similar to the GM Hummer vehicle. Table 2 below summarizes the responses of control condition participants across all three question batteries.

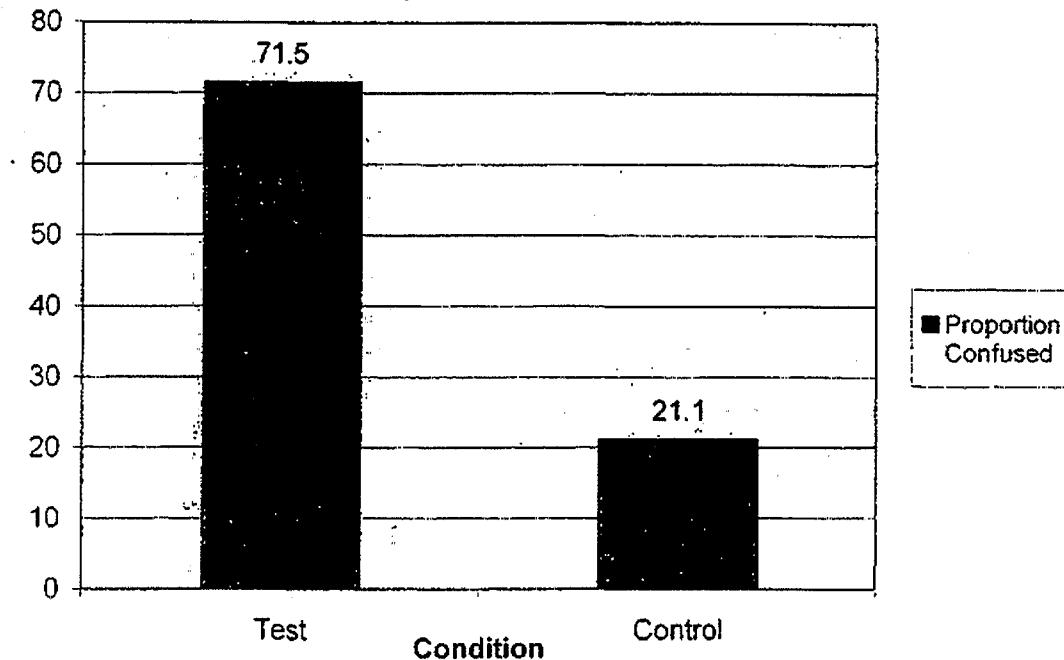
Table 2
Control Condition
(n=550)

Aggregated Responses Across Three Question Batteries
(Source, Authorization, and Affiliation)

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. GM/Hummer	116	21.1%
2. Jeep	86	15.6%
3. Toyota	80	14.5%
4. GM/GMC/Chevy without reference to Hummer	15	2.7%
5. Ford	13	2.4%
6. Honda	22	4.0%
7. Other Car Company (Nissan, Isuzu, etc.)	32	5.8%
8. Military/US Government	2	0.4%
9. Other	15	2.7%
0. Don't Know	169	30.7%
	<u>550</u>	<u>100%</u>

101. Chart 1 below summarizes the results of the survey across the two conditions. Statistical tests comparing the observed differences in proportions of confusion were run identifying statistically significant differences between the scores observed in the two conditions ($p < .001$).

Chart 1: A Comparison of Confusion across Condition



102. Table 3 below provides the verbatim responses of test condition respondents who were confused as to source, sponsorship, or business affiliation (all responses are unedited for spelling, punctuation, or grammar).

Table 3
Verbatim Responses of all Confused Test Condition Participants

Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
6	hummer	because it looks like an older model hummer	the winch package on the back...standard for hummers	not sure
15	GM	Because I believe General Motors makes the Hummer	nothing else	Chevy
16	hummer	it looks like a hummer		hum v
17	Hummer	Looks like a hummer.	Wheels - large frame	Don't know enough about the company to know
18	Hummer	It looks like a Hummer		Other vehicles
19	GM	I BELIEVE GM MAKES THE HUMMER	NOTHING	ENVOY, MINI VANS, PICKUP TRUCKS, AND SOME CARS
20	hummer	i recognize the body style	nothing	not aware of any
21	GM	Gm makes hummers	Just remember that GM bought hummer	GMC, Chevy, Pontiac, Olds, Now Gone, Cadillac, Saturn, Saab vehicles
22	Hummer	It looks like one.		I don't know
23	Hummer	It looks like a hummer.		Chevrolet, Buick, Volvo, Saab, Kia
25	GM	Hummer is a brand of vehicle under the umbrella of General	it just is	

Table 3
Verbatim Responses of all Confused Test Condition Participants

Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
Motors				
26	Hummer	It resembles a Hummer	The shape of the vehicle, the placement of the headlights	I don't know
27	Hummer	Because it looks like a hummer	The shape and the appearance of the car.	I didn't think they made any other vehicle.
32	Hummer	it looks like a Hummer	nothing	other SUV vehicles
34	hummer	it looks like a hummer	don't know	don't know
35	General Motors	It is a Hummer and General Motors produces Hummers		Chevy's, GMC, Buick, Pontiac, Cadillac,
37	gm	looks like a hummer	n/a	chev,buick,cadillac,pontiac,saturn
39	GM	Because it looks like a Hummer	I have seen it on the road and know someone who owns one	Caddy, chevy, corvette,
40	Hummer	Looks like the Hummer H3 or a HumV	N/A	GM, Chevy
43	Hummer	Because it is shaped like one.	Has a square boxy shape.	Hum V's
44	Hummer	It looks like a Hummer.	Nothing else	Hummers
61	Hummer	It looks like one.	Nothing.	I don't know.
66	general motors	it looks like hummer	body style	a variety of automobiles
72	hummer	it looks like one or its some kind of chineese knock off	nothing	h2 and h3 and a pickup they are part of general motors
74	Hummer	It looks like an old one.	nothing	H2 and H3.
76	Humvee	Because it is a hummer.	It looks like a hummer.	No clue.
77	gm, hummer	It appears to be an H1, military spec hummer...gm chassis		chevy, gmc
81	GMC HUMMER	Because it looks very much like the military vehicles that HUMMER makes for them. HUMMER is now owned by GMC to the best of my knowledge and they too make a fancier more dressed up model of this vehicle called the H3 I believe it is. I know that they make an H2 and an H3 for sure. One of them lists for approximately \$50,000.00 and the other is roughly \$100,000.00. I have looked at both of them in months gone by and I believe that the H3 is the Larger more expensive model, but I could have them reversed.	Just what I have seen and read and what mental images I have to compare it to.	GMC is I guess the company here to which you refer, and they make all of the cars and trucks and SUV's, etc., that fall under the names of GMC, Cadillac, Chevrolet, Pontiac, Buick, Oldsmobile.
93	hummer	it looks like the older hummer model.	don't know	A newer line of Hummers, the H series.
94	hummer	because it looks like an extended hummer	n/a	none that i am aware of
95	hummer	its a hummer	nothing	????
104	hummer	because it looks like a hummer, but older than the H2	flat low center of gravity and wide tires.	don't know
105	hummer	because they make hummers	nothing	not much else
109	Hummer	It looks like their type of product.	experience	A few different SUVs
117	hummer	It looks like a hummer vehicle	nothing	do not know
120	Hummer	It's so plain.... The windows are huge and square like Hummers, has the same body, same side doors.	That's all I see around here ...just looks like a box.	Hummer and H2 and H3,etc.

Table 3
Verbatim Responses of all Confused Test Condition Participants

Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
122	Hummer	Not sure of the company name, but the product looks like a hummer.	Not sure	Don't know.
123	Hummer	It looks like a hummer		don't know
124	hummer	looks like it		military as well as civilian vehicles
127	Hummer	The car showed is a Hummer	Nothing	I don't know
130	Hummer	It's a Hummer!	It looks like a Hummer!	The H2, the H3, the Hummer Limousine
133	hummer	looks like their product		hum vees
136	Hummer	Looks like past products		Don't know
137	Hummer	Because it is an AMC Hummer based off the military model for civilian recreation	none	Hummers only
138	hummer	it looks like a miliary 4x4 vehicle	hummer and this vehicle look similar	don't know
139	hummer	it looks like one	n/a	none
140	Hummer	Because it looks like a hummer	Hummer	The Govement
144	Hummer	It looks like a Hummer	That's it.	I think they are affiliated with Chrysler but I'm not sure
146	hummer	because it is a hummer vehicle	i want a hummer	hummer h2 and h3
148	GM	It is a Hummer H1, that is made in Elkhart IN, by GM	nothing	other GM brands: GMC, Chevrolet, Pontiac, Buick, and they also provide millions of dollars a day in health insurance.
153	Hummer	That was the Car your taking about	Old Hummer	none
158	hummer	it looks like an older hummer	just the way it looks	h2, h3
159	HUMMER	BECAUSE IT IS A HUMMER	IT IS A HUMMER	H2...H3
160	General Motors	It is a Hummer, which is a division of GM	Nothing	Chevy, Pontiac, Oldsmobile, GMC, Buick, Cadillac
163	gm	because gm makes hummers	nothing	cars and trucks
165	hummer	It looks like a hummer	na	dont know
167	hummer	cuz its a hummer	nothin'	other cars
174	Hummer	It looks like a Hummer.	I know what a Hummer looks like.	Bicycles.
180	hummer	looks like one	nothing	dont know
186	hummer	It looks like very similar to the hummer ive seen	the shape of the suv	dont know
187	Hummer	It appeared to be a Hmmer to me.	Nothing really.	Nothing
189	hummer	it looks like a hummer	nothing	trucks/suvs for the public
191	hummer	it looks like a hummer	the style	dont know
192	jeep	the front of the vehicle looks like the front of a jeep	nothing else	hummer's
194	hummer	looks like one, seen them before	driven one	well this a gm product, so threre many chevy, saturn, etc.
195	Hummer	Because it is a Hummer, but I do not know what specific company puts it out.	Nothing	I dunno.
197	Hummer	Because it is a Hummer	Because it is a &\$(%*&%& Hummer!!!	Other Hummers
199	Hummer	That is the only name I've seen attached to that vehicle. It is the original hummer, the original from the military.		Don't know
201	GM	GM is the producer of HUMMER.		Pontiac, GMC, Cadillac, Chevrolet
202	General Motors	The pictures displayed are of a Jeep Hummer, I think. I thought GM owned the Jeep	Nothing	Don't know